

GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT
EXHIBIT A
SCOPE OF WORK

This Governor's Office of Business and Economic Development Agreement is entered into by and between the **City and County of San Francisco Office of Economic and Workforce Development** (hereinafter "Contractor" or "OEWD") and the **California Governor's Office of Business and Economic Development** (hereinafter, "GO-Biz"), hereafter jointly referred to as the "parties" or individually as the "party." The term of this Agreement is April 1, 2022 - April 1, 2025.

Project Scope & Budget

Per SEC. 174. Section 19.56 of the SB-170 Budget Act of 2021, the California Governor's Office of Business and Economic Development is to allocate funds to the City and County of San Francisco for SF Live and Asian and Pacific Islander community business recovery. The following Project Scope and Budget was provided by the City and County San Francisco Office of Economic and Workforce Development (OEWD). Budget not to exceed \$3,500,000.00.

The GO-Biz funding will be used to provide increased support to OEWD in two areas related to local economic recovery efforts. One of these efforts includes launching a new campaign to support San Francisco's nightlife and entertainment sector through a series of outdoor performances and capacity building efforts. The second area focuses on building upon API (Asian Pacific Islander) community centered efforts that support small business recovery within commercial corridors that serve minority populations.

SF Live Campaign

Background

In March 2020, the pandemic forced live entertainment venues to temporarily stop hosting in-person performances. While these restrictions were an important element of the San Francisco's comprehensive strategy to slow the spread of COVID-19, this shutdown had a significant financial impact on performing artists and the venues that host them. While many local venues have begun hosting indoor performances again, they still face significant uncertainty, especially given the Delta and Omicron variants, which have forced the postponement and cancellation of some events.

Over the pandemic, San Francisco implemented several important programs to increase access to outdoor commercial and cultural activities. Outdoor activity will continue to play an important role alongside indoor activity during San Francisco's recovery. To date, venue operators have been largely unable to host outdoor performances, as staging outdoor performances in public space can be a complex endeavor and may require a significant investment in equipment, talent, personnel, and permitting.

Live performances are a critical economic engine and tourism driver in San Francisco, but live music is not connected to the City's marketing and tourism efforts and there is no coordinated marketing or branding for the local live music and entertainment sector. As San Francisco emerges out of the pandemic, live entertainment can play a major role in our economic recovery, but a robust and coordinated campaign will be critical to drive residents and tourists back to local venues and emphasize San Francisco's role as a vibrant place to live, work, and visit. In a similar way that live entertainment supports driving tourists to venues, outdoor cultural activities play a key role in driving shoppers back to commercial corridors.

Overarching Objective

The SF Live campaign will promote San Francisco's live music and entertainment sector in order to help catalyze the City's economic recovery. To boost neighborhood vitality and showcase local entertainment venues, this campaign will produce a series of live performances that will be presented by entertainment venues in outdoor parks and plazas. The program will cover the costs of producing these events and required permitting, and will provide stipends to participating venues, who will curate talent lineups and market the events. This program will be modeled in part upon a successful open space concert series in fall 2021 called SF Wednesdays.

To further enhance the music sector's profile, the campaign will fund the development of a San Francisco music brand in coordination with entertainment venues and venue advocates. Finally, the campaign will fund the development of a "music week" program to encourage residents and visitors to attend local live entertainment events during a promotional period.

Despite live entertainment's importance to San Francisco's economy and culture, music venues faced significant challenges prior to the pandemic, including narrow margins, permitting difficulties, ineligibility for City arts funding, and disconnection from the tourism industry. In addition to helping establish the important role that live music venues will play in San Francisco's economic recovery, the SF Live initiative will serve as a model for ongoing investment in outdoor performances and the City's live entertainment sector.

API Neighborhood Commercial Recovery Strategy**Background**

While the COVID-19 pandemic increased the financial fragility of the majority of San Francisco businesses, OEWD also noted an early impact and is seeing a slower recovery in areas such as San Francisco's Chinatown that are largely reliant on tourism and visitors. As news spread of the pandemic at the end of 2019, xenophobic rhetoric not only led to a drop in patronage of Chinatown small businesses, but was followed by hate crimes against API businesses and the API community citywide. These trends have been felt locally and nationally.

As we move towards economic recovery, City efforts will ensure we are not leaving communities behind. Our recovery efforts must ensure we are addressing small business challenges and that public investments strongly integrate community efforts by celebrating the cultural diversity of San Francisco. The API Neighborhood Commercial Recovery Strategy will build on culturally centered community efforts to support API small business owners and commercial corridors that serve minority populations.

Overarching Objective

The API Neighborhood Commercial Recovery Strategy will support the City's economic recovery efforts by ensuring we are addressing unique challenges felt within our diverse communities brought on by the pandemic. This strategy will work with community partners to provide in-language small business technical assistance and financial relief, promote public safety, and boost cultural celebrations and events that attract customers to shop and dine within San Francisco's neighborhood commercial areas.

State funding will focus on boosting resources to community partners to provide in-language and culturally competent small business technical assistance and produce cultural events within densely populated API commercial districts such as historic Chinatown, Japantown, Little Saigon, SOMA Pilipinas, Sunset and Richmond neighborhoods in San Francisco. These services will be provided by neighborhood community organizations and open to all businesses, including, but not limited to API-owned businesses.

Entrepreneur technical assistance and ADA small business compliance funding will enable community partners to provide in-language small business trainings that are required for small business operation and government regulated compliance. Services will be provided to new and existing businesses and will also include marketing assistance and support in accessing additional technical and financial resources.

Funding for cultural events and activations will enable community partners to produce and or enhance cultural celebrations within their neighborhood commercial areas to attract visitors and encourage patronage of small businesses. Cultural events and programming will benefit neighborhood commercial areas as a whole by attracting visitors and promoting shopping and dining.

In addition

1. This Agreement may be amended, and term extended by written mutual consent of the State and Contractor. No alteration of or variation from the terms of this Agreement shall be valid unless made in writing and signed by both parties of this Agreement.
2. This Agreement contains all the terms and conditions agreed to by all parties. No other understanding, oral or otherwise, regarding the subject matter of this Agreement, shall be deemed to exist or to bind any of the parties hereto.
3. Either party may terminate this Agreement upon sixty (60) days written notice to the other party.
4. The Contractor, from the date of the agreement, for the next three years, shall provide the Governor's Office of Business and Economic Development a yearly report. This report shall include expenditures, services provided, and the positive economic outcomes of these programs.

The project representatives during the term of this agreement will be:

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